



ADVERTISING SELF-REGULATORY COUNCIL

Electronic Retailing Self-Regulation Program

ERSP Review Program: General Activity Report

In 2012, the Electronic Retailing Self-Regulation Program (ERSP) expanded its purview to monitor and review the advertising and telemarketing practices of the coaching and mentoring industry.

As part of this review, two companies, Prosper, Inc. and Professional Marketing International ("PMI"), voluntarily submitted their advertising and current telemarketing scripts to ERSP for each coaching or mentoring program that they offer. In addition, Participants provided access to call recording systems so that ERSP was able to randomly select and review a sample of telemarketing calls (i.e., calls whose primary purpose is to sell a coaching or mentoring program).

ERSP evaluates the "*primary*" or "*core*" claims made in Participants' advertising materials, scripts, and telemarketing recordings, i.e., those representations which are deemed by ERSP to be the most significant and fundamental in the communication of material attributes or characteristics of their coaching or mentoring program. The "*primary*" or "*core*" claims in a script or telemarketing call for a coaching or mentoring program include (but are not limited to) claims relating to the objective benefits of the coaching or mentoring program (especially financial benefits) and the qualifications of coaches or mentors or the nature of the assistance.

The Electronic Retailing Self-Regulation Program (ERSP) continues to monitor representations made in telemarketing sales calls, along with direct response advertising of lead generation marketers.

I. Telemarketing Activity Report

Professional Marketing International (PMI):

During the period of January 1, 2013 through September 1, 2013, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by PMI.

Prosper, Inc.

During the period of January 1, 2013 through September 1, 2013, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by Prosper.

II. ERSP Review of New Telemarketing Participants

As part of ERSP's ongoing expansion, two new companies, FortuneBuilders, Inc. and Income Solutions, Inc., voluntarily submitted their official company websites and current telemarketing scripts to ERSP for review. In addition, beginning September 1, 2013 the participants provided access to their call recording systems so that ERSP is able to randomly select and review a sample of telemarketing calls (i.e., calls whose primary purpose is to sell a coaching or mentoring program).

Similar to inquiries administered pursuant to the current ERSP Procedures for the direct response industry, ERSP evaluated the "*primary*" or "*core*" claims made during telemarketing calls i.e., those representations which are deemed by ERSP to be the most significant and fundamental in the communication of material attributes or characteristics of the product or service being offered.

III. Lead Generation Advertising Review

Two lead generation companies, Morrison Publishing, LLC, and FreedomSoft LLLP, voluntarily submitted their official company websites and current advertising to ERSP for review.

Both of these participants were responsive to the ERSP review, communicated to ERSP that they are committed to ensuring that their advertising is truthful and accurate and expressed their support of industry self-regulation.

Morrison Publishing, LLC.

ERSP reviewed:

- Official company websites, which contained consumer testimonials and other advertising for Anthony Morrison
- Reputation management websites, which contained consumer testimonials and other advertising for Anthony Morrison
- Social media sites, including Facebook, Twitter and YouTube
- Infomercials for various Morrison Publishing products

FreedomSoft, LLLP,

ERSP reviewed:

- Official company websites, including the main website and landing pages, which contained consumer testimonials and other advertising for FreedomSoft

IV. Case Reports

As part of its expanded monitoring review of the advertising practices of the lead generation industry, since January 1, 2013, ERSP has closed eight (8) cases regarding the truth and accuracy of core claims communicated in lead generation advertising. More detail regarding the results of the completed reviews can be found at www.asrcreviews.org.

About Advertising Industry Self-Regulation: The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including the National Advertising Division (NAD), Children’s Advertising Review Unit (CARU), National Advertising Review Board (NARB), Electronic Retailing Self-Regulation Program (ERSP) and Online Interest-Based Advertising Accountability Program (Accountability Program.) The self-regulatory system is administered by the Council of Better Business Bureaus.

Self-regulation is good for consumers. The self-regulatory system monitors the marketplace, holds advertisers responsible for their claims and practices and tracks emerging issues and trends. Self-regulation is good for advertisers. Rigorous review serves to encourage consumer trust; the self-regulatory system offers an expert, cost-efficient, meaningful alternative to litigation and provides a framework for the development of a self-regulatory to emerging issues.

To learn more about supporting advertising industry self-regulation, please visit us at: www.asrcreviews.org.